

Message Text

UNCLASSIFIED

PAGE 01 BUDAPE 01044 160729Z

43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 PA-02 PRS-01 USIA-15 AGR-10 /048 W

----- 030947

R 160621Z APR 75

FM AMEMBASSY BUDAPEST

TO DEPT OF COMMERCE WASHDC

INFO SECSTATE WASHDC 2993

AMEMBASSY BUCHAREST

AMEMBASSY SOFIA

AMEMBASSY VIENNA

UNCLAS BUDAPEST 1044

USDOC FOR OIM/SAD CROSLLEY; BEWT/TPD THOMPSON; BEWT/TDAD
VERSARIU; VIENNA FOR EWTC

E.O. 11652: N/A

TAGS: BEXP, HU

SUBJ: AGRICULTURAL CHEMICAL TECHNICAL SALES SEMINAR -
WRAP-UP REPORT

REF A: BUDAPEST A-11

B: BUDAPEST 0512

1. SUMMARY: SUBJECT SEMINAR HELD IN BUDAPEST MARCH 25-28.
BEFORE EXCELLENT CROSS SECTION HUNGARIAN OFFICIALS. MTESZ
HANDLING OF ARRANGEMENTS PROFESSIONALLY DONE. POST
RECOMMENDS INCREASED USE OF SEMINAR APPROACH FOR FUTURE
COMMERCE PROGRAMS. END SUMMARY

2. SEMINAR MEMBERS ARRIVED IN BUDAPEST AS SCHEDULED ON
MARCH 25. A VERY CANDID BRIEFING AND DISCUSSION TOOK
PLACE THAT AFTERNOON WITH ENDRE GALL, ASSISTANT DIRECTOR
GENERAL OF CHEMOLIMPEX, ON HUNGARIAN AG CHEMICAL TRADE
PROSPECTS AND NEEDS. ON MARCH 26 INFORMATIVE GENERAL
MEETINGS WERE HELD WITH OFFICIALS AT THE PLANT PROTECTION
CENTER AND AT AGROTROSZT. ADDITIONAL PRIVATE APPOINTMENTS
WERE ARRANGED TO MEET SPECIFIC REQUESTS. A RECEPTION
HOSTED BY THE CHARGE IN HONOR OF THE MISSION WAS ATTENDED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BUDAPE 01044 160729Z

BY SOME SIXTY GUESTS INCLUDING KEY OFFICIALS FROM AGROTROSZT,

CHEMOLIMPEX, THE MINISTRY OF FOREIGN TRADE, AND MTESZ.
INTERVIEWS DURING RECEPTION OF MISSION MEMBERS FORMED BASES
OF LARGE POSITIVE VILAGGAZDASAG ARTICLE WHICH APPEARED
MARCH 28 (TRANSLATION POUCHED USDOC).

3. SEMINAR WAS OFFICIALLY OPENED MARCH 27 BY CHARGE AND
HUNGARIAN OFFICIALS. PRESENTATIONS OF PAPERS CONTINUED
THROUGH NOON MARCH 28. THE AUDIENCE RANGED IN SIZE FROM
120 TO 180 PERSONS. FROM STANDPOINT OF TRADE MISSION MEMBERS
BUDAPEST SEMINAR WAS BEST RUN OF TRIP.

4. ONE SALES CONTACT FOR \$2 MILLION WAS SIGNED DURING
COURSE OF SEMINAR BY UNION CARBIDE AS A RESULT OF MUCH
PREVIOUS GROUNDWORK.

5. BUDGET UPDATE (FORINTS 20.42 EQUALS \$1.00)

COMMEFCE BUDGET

CHAIRMAN & COORDINATOR ACCOMMODATIONS	\$500
TRANSPORTATION AIRPORT/HOTEL	\$ 42
PRINTING & DISTRIBUTION MTESZ	697
CONFERENCE HALL	1355
INTERPRETERS/SECRETARIES	241
ALLOCATED \$2200	
700 (TURNED OVER TO EMBASSY MARCH 28)	
\$2900	

HOSPITALITY BUDGET

EMBASSY RECEPTION	\$225
LUNCHEONS & COFFEE BREAKS MAR 27 & 28	1770
TRANSPORTATION TO EMBASSY RECEPTION	15
REFRESHMENTS FOR SUITE	46
PHOTOGRAPHER	25
\$2081	

6. EMBASSY COMMENT: POST CONCURS WITH SOFIA 559 AND ADDS
FOLLOWING REMARKS: SEMINAR APPROACH OFFERS BEST LOCAL
MEANS OF REACHING HUNGARIAN ENDUSERS AND MTESZ PROVIDES
MOST PROFESSIONAL LOCAL SERVICES. LIST OF HUNGARIAN
ATTENDEES PROVIDED TO COMMERCIAL ATTACHE BY MTESZ APRIL 14
(COPY POUCHED) CLEARLY INDICATES PRESENCE OF EXCELLENT
CROSS SECTION OF EXPERTS FROM ALL OVER HUNGARY. UNFOR-
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BUDAPE 01044 160729Z

TUNATELY, QUALITY OF LECTURERS OCCASIONALLY DID NOT EQUAL
QUALITY OF AUDIENCE. EMBASSY OBSERVERS FOUND CHEMICO
PRESENTATION AND CHAIRMANS SLIDE SHOW NEEDLESSLY PAINFUL.
COMMENTS FROM HUNGARIAN ATTENDEES INDICATE THAT MORE
INFORMATION ON SPECIFIC PRODUCTS, ONGOING RESEARCH AND
FUTURE PLANS WOULD HAVE BEEN WELCOME. BUT IN SPITE OF
FLAWS AND EASTER HOLIDAY WARNED OF BY POST (BUDAPEST 3448)
WE BELIEVE SEMINAR HELPED EXPAND CONTACTS OF OTM PARTICI-

PANTS, PROVIDED GOOD INTRODUCTION FOR NTM MEMBERS AND,
IN GENERAL, SHOWED OFFICIAL USG INTEREST IN A HUNGARIAN
GROWTH SECTOR WHERE MANY UNIQUE AMERICAN PRODUCTS ENJOY
PROSPECTS FOR INCREASED SALES EVEN WITHOUT MFN.
MUDD

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BUDAPE01044
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750132-0768
From: BUDAPEST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750443/aaaabnwf.tel
Line Count: 120
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 A: BUDAPEST A-11
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 JUL 2003 by MarshK0>; APPROVED <28 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: AGRICULTURAL CHEMICAL TECHNICAL SALES SEMINAR - WRAP-UP REPORT
TAGS: BEXP, HU
To: n/a
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006